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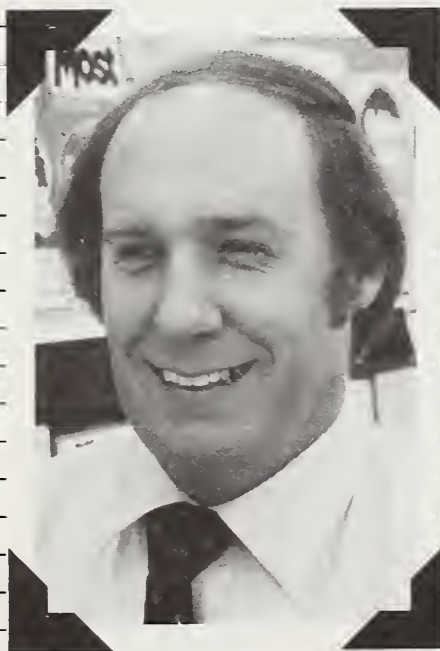
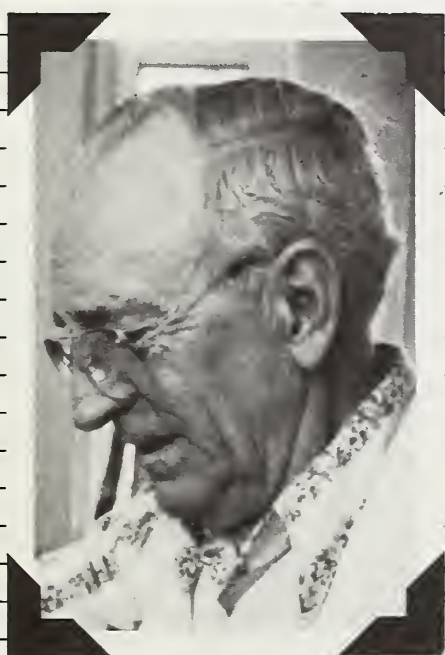
Food & Nutrition

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BUILDING PARTNERSHIPS



Partnerships between the public and private sectors can result in imaginative solutions to problems. In this issue, we highlight some of the ways public and private groups are working together on food assistance and nutrition education. We also have examples of what individual volunteers, service organizations, and private companies are doing on their own to help meet the food needs of people in their communities.

Building Partnerships



Symbol of the President's Task Force
on Private Sector Initiatives

“What we’re asking you to do is help rediscover America — not the America bound by the Potomac River but the America beyond it. The America whose initiative, ingenuity and industry have made our country the envy of the world. The America whose rich tradition of generosity began with simple acts of neighbor caring for neighbor.”

— President Ronald Reagan

From the earliest harvest-sharing between native American and Pilgrim to the latest fund-raising telethon for medical research, Americans in their private lives and through their private institutions have built a unique tradition of partnership in meeting their common needs.

This tradition of private initiative in the public’s service is stronger today than ever before.

- More than 55 million Americans volunteered for community service in 1981, and more than half these citizens devoted at least 5 hours a week to volunteer programs.

- More than 425,000 private organizations are providing public services in job training and placement, health care, transportation, education, housing, nutrition, senior and youth activities, legal and consumer advice, and many other community enterprises.

- Together, these private initiatives in community service constitute a \$150 billion annual enterprise, exceeding the combined 1982 budgets of eight cabinet departments of the U.S. government.

Such private initiative is needed now more than ever. To help encourage increased private contributions of both human and financial resources to the progress of America’s communities, last December

President Reagan commissioned a bi-partisan Task Force on Private Sector Initiatives. Its 44 members include leading representatives from industry, business, state and local governments, the academic community, Congress, and religious, civic, and philanthropic organizations.

The Task Force shares the President’s view that while much good work is already being done through public-private partnerships and voluntary activity, much more can be accomplished through better organization and coordination.

Part of the mission of the President’s Task Force is to bring to the nation’s attention successful examples of private initiatives and community partnerships. These examples will serve as models to be adapted in other communities facing similar challenges.

- In New York City, a partnership of civic and business leaders created 10,000 private sector jobs for a summer youth program in 1981.

- In Fort Lauderdale, the City Housing Authority and a major insurance company turned a run-down apartment complex into a show-place residential community for senior citizens.

- In Minneapolis, a large corporation transformed an abandoned inner-city bowling alley into a profit-making binding plant employing the “unemployable.”

- In Green Valley, Arizona, a 13,500-strong “community of volunteers” (mostly 65 or over) provides its own fire protection, water service, emergency radio communication, health clinic, and other services.

To strengthen the role of the private sector in community service, the task Force has been working to:

- Identify and eliminate impediments to private initiatives.
- Explore and improve the incentives used to encourage private initiatives.
- Recommend strategies for more effective contributions of time, talent, and money for community enterprise by businesses, foundations, religious and civic groups, and others.
- Create a computerized project bank to collect and share information on community partnerships and creative solutions undertaken by private sector groups.

In support of the work of the President’s Task Force, USDA’s Food and Nutrition Service is devoting this issue of *Food and Nutrition* magazine to private sector initiatives and public-private partnerships in the areas of food assistance and nutrition education.

On the following pages are examples from all over the country of ways people are working to help meet the particular food needs of their communities. At a time of limited public resources at all levels of government—federal, state, and local—the examples show that creative partnerships between the public and private sectors can result in some imaginative solutions to problems.

This past summer, a representative from the President’s Task Force visited the Food and Nutrition Service and made a presentation to the agency’s senior staff. Among the materials distributed at the meeting was a kit, *Building Partnerships*, complete with more information on the activities of the Task Force and a checklist for action at the local level.

For further information, contact:
Carolyn Tieger
Director of Communications
The President’s Task Force
on Private Sector Initiatives
734 Jackson Place, N.W.
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Telephone: (202) 395-7362

The President’s Task Force is commissioned through December 1982.

Food and Nutrition

When it comes to spending their food dollars, people want to get the most nutritional value for the least amount of money. But knowing how to do that isn't always easy.

During the past 10 or 15 years, the country's interest in nutrition has grown by leaps and bounds. Many schools now teach nutrition as part of their health and science classes. Newspapers and magazines feature columns on food and diet. People of all ages are thinking and talking about what they eat and how it affects their lives.

As this interest has grown, so has the demand for information materials—and the need to find cost-effective ways to provide them. Many government and private groups are finding they can help each other in the shared goal of getting nutrition information to the public.

The Red Cross and the Department of Agriculture, for example, are collaborating on a course for the family food buyer that will eventual-

ly be taught through local Red Cross chapters throughout the country. USDA is helping draft course materials and design the tools to evaluate them. The Red Cross is funding the project, condensing the materials, and conducting extensive field tests.

Another cooperative effort is a Healthy Mothers, Healthy Babies campaign being carried out by a coalition of private organizations and government agencies. The purpose of the campaign is to increase public awareness of the importance of nutrition and good health during pregnancy. A major goal is to reduce the already declining rate of infant mortality, and reaching low-income mothers and pregnant teenagers is a high priority.

Both of these collaborative efforts illustrate ways people with different skills, perspectives, and needs can work together on nutrition education. Here are more details on these and other projects, along with information on how to take part:

"The film sets the stage for participants to begin looking at themselves and where they are nutritionally," says Mary Ann Hankin, national director of health education for Red Cross nursing and health services.

The Red Cross filmed "Table Talk" in Virginia using professional actors and actresses. Other materials developed for the course will include a guide to train the instructor, an instructor's guide for classroom use, a workbook for participants, and self-study sheets for additional reading. The materials were written by USDA nutritionists and nutritionists from Virginia Polytechnic and State University, which has been helping USDA with the project.

According to USDA nutritionist Anne Shaw, the nutrition course is something of a first for both USDA and the Red Cross. "While the Red Cross frequently works with other voluntary and professional groups in developing courses, this is the first time USDA has helped them build a course from the ground up," she explains.

“Another thing that’s unique about this course is that we’ve planned an extensive evaluation both during its formative stages and after it’s in the field. This was an important part of the planning, and we hope it will give the Red Cross a model to evaluate the other courses they’re designing. They periodically build a new course as the need arises—they have a new parenting course out, for instance.”

This summer the Red Cross did a series of pilot tests. Among the sites were: Roanoke, Virginia; Portland, Oregon; St. Paul, Minnesota; Washington, D.C., and nearby Prince Georges County, Maryland. In the first test, the Red Cross trained instructors. In the other two, they taught community courses, evaluating them by testing what people learned.

As with other Red Cross efforts, volunteers have a crucial role. The current project director at national headquarters, nutritionist Bobbi Clarke, started on the project as a volunteer. She learned of it while doing graduate work at Virginia Polytechnic and State University.

Many if not most of the course instructors in the field will also be vol-

Public and private groups work on nutrition education

Red Cross Nutrition Course

The Red Cross hopes to have its nutrition course ready for all interested chapters to use by the fall of 1983. The course, which will probably consist of six 2-hour sessions, stresses that informed food choices will contribute to good health.

The course will touch on a variety of topics, including: food composition, safety, and additives; nutrition guidelines; weight control and physical fitness; vitamin and mineral supplementation; and menu planning for different age groups.

Participants will take a close look at their own food habits and rate their diets for variety. They will be given ideas for trying new foods, seasonings, and cooking methods to expand their horizons and increase their awareness of good nutrition.

The idea for the course was born in the Pittsburgh chapter, whose planning committee decided to pro-

pose a nutrition education project at the 1979 national convention. "We felt so much of people's money was going for the wrong kind of food," says June Magdsick, who heads the chapter's planning group.

"We felt this was something that needed to be addressed nationally. Some of the courses the Red Cross was teaching, and still is, include sections on food, nutrition, and eating habits, but nothing has been addressed specifically to nutrition in itself," she adds.

The first session of the course will include a film, called “Table Talk,” which focuses on messages about food—where we get messages and how they affect what we eat. In one scene at a dinner table, for example, a father passes up broccoli because he is a “meat and potatoes” person, and his little son decides he, too, will not eat broccoli.



Illustration courtesy of the March of Dimes

unteers, possibly including registered nurses, county extension nutritionists, home economists, and other health professionals.

Late this fall the Red Cross will make prototypes of course materials available for chapters to use in a national field test. The materials will be published in final form in the fall of 1983.

★ For more information, write:

Bobbi Clarke
Nutrition Project Director
Nursing and Health Services
American Red Cross
17th and D Streets, N.W.
Washington, D.C. 20006
Telephone: (202) 737-8300

Healthy Mothers, Healthy Babies

Just over a year ago, in September 1981, people from 36 national voluntary, professional, and government organizations met to discuss ways they could work together to improve maternal and infant health. They decided to form a coalition of organizations sharing a common interest in promoting public education for pregnant women and their families.

Today, more than 50 private and public groups belong to the coalition and others continue to join. Among them are: the March of Dimes Birth Defects Foundation, the American College of Obstetricians and Gynecologists, the American Academy of Pediatrics, the American Nurses Association, the Parent-Teachers Association, the Department of Health and Human Services (DHHS), and the Department of Agriculture.

A major function of the coalition is to share information about existing educational materials and programs, and, where possible, to produce new materials cooperatively. Members also seek opportunities to cooperate in getting the materials to specific target audiences, particularly to women who are especially at risk because of low income, medical or genetic problems, or age (teenagers and women over 35).

"It's an interesting coalition," says nutritionist Pat Kearney, USDA's liaison to the campaign. "Instead of contributing dues, members contribute in-kind services. For example, the American College of Obstetricians and Gynecologists is underwriting the cost of printing limited copies of a newsletter. All of the members get one or two copies, and if they want to distribute the newsletter to more people, they print additional copies themselves.

"The whole point," she adds, "is to get together people who have well-established networks through which they disseminate information—like the March of Dimes and the American Red Cross. They have a chance to see what materials are available, decide if they would be useful to their own organizations, and disseminate them through their own channels."

The *Healthy Mothers, Healthy Babies* newsletter, published quarterly, is the main vehicle for members to exchange news and information. The newsletter lists materials members can make available free or at cost; it also lists materials members wish to develop with help from other coalition members.

There has already been some interesting collaboration among members. For example, the March of Dimes and the Public Health Service have jointly produced a series of radio spots that give advice on a variety of topics important to good health during pregnancy. The spots, narrated by Surgeon General Dr. C. Everett Koop, are being distributed to radio stations across the country by local chapters of the March of Dimes.

With help from several private groups, the Public Health Service is producing a series of posters, with accompanying take-home materials, for clinics that serve low-income mothers. Gerber Foods has agreed to underwrite the cost of printing and distributing a poster on nutrition; the American College of Obstetricians and Gynecologists is sponsoring one on breastfeeding; and the Beverage Alcohol Information Council is sponsoring another on alcohol.



A few coalition members have prepared lists of educational materials. The Public Health Service (PHS) has put together a directory of educational materials on prenatal and infant care. The directory lists between 400 and 500 printed and audiovisual materials produced by voluntary, professional, and government organizations. To complement the directory the Public Health Service has also prepared a brief bibliography of 32 publications and films produced by various PHS agencies.

In addition, USDA's Food and Nutrition Information Center (FNIC) has assembled a resource guide of materials on prenatal, infant, and child nutrition. The guide lists more than 300 pamphlets, books, and audiovisual materials selected or developed by nutritionists for use in the Special Supplemental Food Program for Women, Infants, and Children (WIC) and the Commodity Supplemental Food Program (CSFP).



USDA is working on or has planned a number of other activities to support the Healthy Mothers, Healthy Babies campaign.

Together with the March of Dimes and the Department of Health and Human Services, the Department has produced a resource packet for people who work with pregnant teenagers. The packet, *Reaching Out to the Pregnant Teenager*, is designed to help educators, health care providers, and food program managers tailor their nutrition education services to the needs, interests, and lifestyles of teenagers.

The packet includes: a guide for nutrition educators, with sample lesson plans; two display posters; and a teaching poster illustrating how a baby grows.

In a special mailing last fall, USDA distributed 8,000 copies of the packet to state agencies operating the WIC and CSF Programs. Some 2,000 other copies went to the Cooperative Extension Service, various DHHS programs, and by request to hospitals and universities. Agencies getting the packet also received as part of a separate distribution copies of a nutrition booklet for pregnant teenagers produced independently by DHHS. They also received five March of Dimes pamphlets on nutrition and the effects of alcohol, cigarettes, and drugs during pregnancy.

Because of continuing interest in the *Reaching Out to the Pregnant Teenager* packet, the March of Dimes has reprinted 5,000 more copies, borrowing from USDA duplicates of the materials used in the original printing. The organization will also be contributing some of its own materials to the packet as it did last fall.

★ For information on how to obtain the *Reaching Out to the Pregnant Teenager* packet, write:

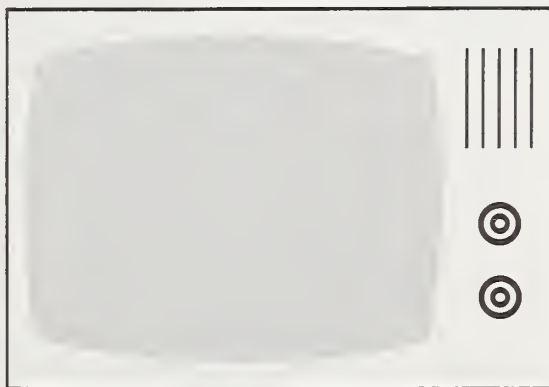
Nancy Crane
Nutrition and Technical Services
Division
Food and Nutrition Service
U.S. Department of Agriculture
Alexandria, Virginia 22302
Telephone: (703) 756-3555

★ For information on joining the Healthy Mothers, Healthy Babies coalition, write:

Elaine Bratic
Office of Public Affairs
U.S. Public Health Service
200 Independence Avenue S.W.
Washington, D.C. 20201
Telephone: (202) 245-6867

★ For copies of the coalition's newsletter, write:

American College of Obstetricians
and Gynecologists
Department of Public Affairs
600 Maryland Avenue, S.W.
Washington, D.C. 20024
Telephone: (202) 638-5577



Video-Teleconference on Maternal and Infant Nutrition

In another collaborative effort, USDA and DHHS are putting together a teleconference on maternal and infant nutrition scheduled for April 1983. It will consist of a satellite television link-up between a broadcast site in Washington, D.C. and approximately 75 receiving locations in all 50 states.

The audience will include extension nutrition specialists, public health nutritionists, doctors, nurses, medical students, and others working in health and nutrition programs for mothers and infants.

According to Anne Brown, one of the USDA program coordinators, the purpose of the teleconference is to increase the audience's knowledge of new research findings in nutrition as they relate to maternal and infant health. "People in the audience will be able to talk directly to well-known experts," says Brown, "and they'll have a chance to

hear about the latest research in the field." Emphasis will be on the practical application of such research.

USDA and DHHS will share in most aspects of the teleconference's preparation. A task force with representatives from each department has been formed to plan and coordinate the event. In addition, a working group will be formed in each state to assist the federal task force and participate in major planning activities. State groups will help select topics, promote participation, and make arrangements for local viewing. State groups will be co-chaired by an agriculture extension representative and a public health representative.

"We'll be working closely with the states in the whole development of the program," says Anne Brown, "and we hope to have as broad and active participation as we can."

"We hope state working groups will encourage participation from a variety of diverse interests, including not only extension and public health nutritionists, but also local members of the American Dietetic Association, the Society for Nutrition Education, the American Red Cross, and other interested groups."

The Thing the Professor Forgot

One of the most popular of all USDA nutrition publications was a booklet for children called *The Thing the Professor Forgot*. Originally produced in 1975 as a cooperative venture with General Mills, the booklet has been out of print for more than a year.

Now, however, the booklet is once again available—this time through General Mills, which has reprinted the booklet on its own and is offering it to the public for a nominal fee to cover handling costs.

"It was a project we decided needed doing," says Ivy Celender of General Mills. "We have a strong commitment to providing materials to children."

The Thing the Professor Forgot is a general introduction to the basic food groups, stressing the importance of eating a variety of good foods. In it, a whimsical professor leads children through the basic food groups, each of which sounds



delicious enough to be their whole diet. What the professor forgot, and remembers at the end, is that it's best to eat foods from *all* the basic groups every day.

When it was first developed, the booklet was written, designed, and illustrated by General Mills, and approved, printed, and distributed by USDA. In addition to contributing staff time to write and illustrate the booklet, General Mills also provided \$90,000 worth of free advertising space. Information on the booklet and how to obtain it from USDA appeared on more than 40 million cereal packages.

According to Ivy Celender, *The Thing the Professor Forgot* was the third in a series of publications General Mills developed as joint projects with federal agencies. "We also did one on drug abuse, called *Katie's Coloring Book*, with the Department of Justice," she says, "and another on ecology with the Department of Interior."

Before reprinting the nutrition booklet this year, General Mills revised it slightly to incorporate suggestions from USDA. The original writer, who lives in England, revised the text, which is all in verse.

★ Copies are 50 cents each. To order, write:
General Mills, Inc.
Nutrition Department
Department 45
Box 1112
Minneapolis, Minnesota 55440
Telephone: (612) 540-4328

Informal collaboration

In addition to large-scale efforts like the Red Cross course, the Healthy Mothers, Healthy Babies campaign, and the General Mills booklet, private groups and business organizations can help in smaller, less formal collaborations.

Earlier this year, for example, the Dairy Council distributed to its 32 centers across the country a resource packet for schools that had been put together by the New England regional office of USDA's Food and Nutrition Service. The packet, *Making the Most of Your School Lunch Dollars*, was full of suggestions from state nutritionists and local food service directors on ways to improve school lunch management and cut costs while maintaining quality.

By distributing the packet to its 32 centers, the Dairy Council helped get more widespread use of the information. Individual centers could reprint the packet or use it in some other way to help schools in their area.

Newspapers and radio and television stations can also help. This April, the *Minneapolis Tribune* reprinted from this magazine a set of recipes for low-cost nutritious meals particularly suited for small families or elderly or handicapped people living alone on tight budgets. In July, a

Framingham, Massachusetts, newspaper reprinted a USDA fact sheet on storing, using, and serving American process cheese. The paper printed the fact sheet the same week the community was distributing USDA-donated cheese to the needy.

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★ For more information, write:
Office of Governmental and Public Affairs
U.S. Department of Agriculture
Washington, D.C. 20250

We've also talked with state and local food program managers

If you're unfamiliar with the food assistance programs USDA administers in cooperation with state and local agencies, you'll find a list of them on pages 22-23, along with some suggestions on how volunteers can help.

Brenda Coleman, Project Manager
Greater Cincinnati Nutrition Council
2400 Reading Road
Cincinnati, Ohio 45202
Telephone: (513) 621-3262

Michigan Bell Telephone

In May, Michigan Bell Telephone Company awarded a \$100,000 grant to the Greater Detroit Chamber of Commerce for a project to solicit donations of food for needy people.

According to William C. Patterson, Michigan Bell's corporate contributions manager, the company awarded the grant to the Chamber of Commerce after conducting a study of the most pressing short-term needs of people in southeast Michigan. The study, which Bell completed early in 1982, showed that, largely due to unemployment, the number of people seeking food from community organizations had increased dramatically, with more food needed to meet the increased need.

The study and the project are part of a new attitude toward serving the community, says Patterson. "We've moved from a reactive philanthropy to a more responsive philanthropy," he explains. "Instead of waiting for requests for help, we go out into the community and see where the needs are."

Bell awarded the grant to the Greater Detroit Chamber of Commerce's Food Industry Council, which has had a long association with food assistance efforts. In the early 1960's, the council participated in the development of a food stamp program in Detroit that became a test model for the national Food Stamp Program.

Under the current project, the Food Industry Council is seeking food donations from Michigan growers, processors, distributors, and other sources. "Within 2 months, we had already solicited about 500,000 pounds of food and were well on the way to our goal of 1 million pounds," says Bob Guerrini, executive director of the council.

"We've been talking with our 300 member firms in Detroit, and we'll be going to national companies for donations too," Guerrini adds. Once collected, the food is distributed to community organizations such as food banks and soup kitchens.

Once the goal of 1 million pounds is reached? "If there's still a need

and the resources are available, we will go as long as it takes to help the hungry," Guerrini says.

★ For more information, write:
William C. Patterson
Manager, Corporate Contributions
Michigan Bell Telephone Company
1365 Cass Avenue
Detroit, Michigan 48226
Telephone: (313) 223-9900



At a North Carolina food bank, community workers select food for local charities.

Pittsburgh Community Food Bank

In communities throughout the country, food banks play a crucial role in meeting emergency food needs. They vary in size and operation, but their goal is essentially the same: to collect food that might otherwise go to waste and redistribute it through local charities to people in need of food help.

Food banks get donations from producers, wholesalers, grocery chains, and individual stores. The food is usable but for one reason or another cannot be sold. Some food banks have gleaning programs in which volunteers go into fields, canneries, orchards, and packing houses to collect food that is slightly bruised or that will be plowed under. Donors can deduct from their taxes the cost of the food plus 50 percent of the difference between its cost and the normal sale price.

Many food banks join networks so they can have access to information about surplus food nationwide. The largest food bank network is Second Harvest in Phoenix, Arizona, which was started in 1967 and has grown into a nationwide network of 40 banks.

One member of Second Harvest is the Pittsburgh Community Food Bank in Pittsburgh, Pennsylvania. It supplies food to 177 local charities in western Pennsylvania, West Virginia, and eastern Ohio. The four full-time employees get help from volunteers from Good Will, the Urban League, local churches, and other groups.

According to director Alex Birman, the food bank gets donations from 30 local businesses and distributes more than 200,000 pounds of food each month. "We're doing well," Birman says. "We're getting local donations, but we could always use more."

This year, along with six other food banks in various parts of the country, the Pittsburgh Community Food Bank is helping the federal government test the feasibility of providing certain USDA-donated foods to food banks for emergency distribution to needy people.

Through the project the food bank gets dry milk, butter, and cheese from the Pennsylvania state distributing agency. The bank passes the food on to a select number of charities it serves, and the charities give the food to families or individuals who need it. During the first 9 months of the project, between 3,000 and 4,000 families in the Pittsburgh area received USDA-donated food through the food bank.

Birman says these people included unemployed steelworkers, people who had unexpectedly high medical or utility bills, people who had their food stamps stolen or whose food stamps had run out before the end of the month, and people in other crisis situations.

★ For more information, write:
Alex Birman
Hunger Action Coalition
Pittsburgh Community Food Bank
P.O. Box 4259
Pittsburgh, Pennsylvania 15203
Telephone: (412) 765-3919

Food stores and individual volunteers help mothers and their babies

Operation Stork

Operation Stork is a volunteer-staffed health and nutrition education program sponsored by the Metropolitan Memphis Chapter of the March of Dimes. This year the superintendent of the state public health department named Operation Stork as the outstanding volunteer health program in Tennessee.

The program started 6 years ago after members of the local chapter of B'nai B'rith women contacted the March of Dimes to ask what sort of volunteer work they could do in the health field. Consultants with the Memphis health department's staff revealed that the department's nurses just didn't have time to give their clients all the health and nutrition education they felt was needed.

To meet this need, March of Dimes personnel, in cooperation with staff from Crump Women's Hospital, developed a curriculum for a six-part course to be given to pregnant women. Every September, new volunteers learn how to give the course. Doctors from the University of Tennessee's medical school and public health nurses train the volunteers, donating their own time and expertise to do so. The training lasts all day for 4 days.

After being trained, the volunteers conduct classes for women with routine pregnancies at five different health clinics in Memphis. Classes last 30 to 45 minutes, and from 6 to 20 women usually attend each. The volunteers use visual aides, such as filmstrips and charts, and question-and-answer techniques to involve the women.

Clinic patients can begin the course at any time. The course is continually recycled, and patients don't have to wait for the first class to begin the course. Classes can be taken in any sequence. WIC participants and any other women

who come to the health clinics are eligible to take the course.

"One of the liveliest sessions of the course," says Twyla Dixon of the March of Dimes' staff, "is a discussion of the myths about pregnancy." According to Dixon, nurses at the health clinics report that their patients are very relaxed and open with the volunteers and ask more questions than they might in a more formal atmosphere.

Volunteers include not only members of B'nai B'rith Women. The March of Dimes issues public service announcements each year soliciting volunteers. Many women have volunteered as a result of these announcements. Most are housewives, including a number of doctors' wives, and some are teachers who volunteer during the months school is not in session.

★ For more information, write:

Twyla Dixon
March of Dimes
Metropolitan Memphis Chapter
2600 Poplar Street
Memphis, Tennessee 38112
Telephone: (901) 396-2600

Cynthia Milk Fund

In 1914, Memory McCord, a reporter for the *Memphis Press*, one of the parent newspapers of today's *Press-Scimitar*, discovered a mother and a baby in a Memphis tenement with no money for food or heat. Her moving story about the two, under the byline of Cynthia Grey, prompted a number of Memphis citizens to send in contributions for the baby.

Knowing there must be other hungry babies, Memory McCord helped establish the Cynthia Milk Fund, named for her byline, to help raise money from concerned citizens to provide those babies a healthy start in life.

The Cynthia Milk Fund continues today, providing formula to needy infants and, in addition, evaporated milk to needy elderly people with special nutrition needs. Over a year's time, a total of 300 to 350 babies and elderly people are helped through the fund. They are selected and certified for the special help by the staff of the county health department. They may participate for up to a year.

Both the WIC Program and the Commodity Supplemental Food Program (CSFP) operate in Memphis and Shelby County, serving the majority of needy infants in the area. The infants served through the Cynthia Milk Fund are primarily children who are not participating in WIC and CSFP—they include children of destitute transients, children in child abuse cases, and children of persons who have had an emergency, like having their home burn.

In some instances, the Cynthia Milk Fund does provide formula to babies participating in the CSFP. The CSFP does not currently offer soybased formula, so children who must have such formula can receive it from the Cynthia Milk Fund.

In the early days, money for the fund was raised on special "milk maid days." Young women dressed as milk maids collected donations in the streets of Memphis, like the Salvation Army does at Christmas.

Today the *Press-Scimitar's* employees solicit through a more sophisticated campaign. To encourage donations during the annual fund-raising drive, the newspaper prints pictures of babies who have received milk from the fund. Organizations, corporations, service and social clubs, and individuals contribute on their own behalf or in memory of someone else. One of the largest contributors is the Elvis Presley Fan Club. During his lifetime, Presley was one of the fund's biggest supporters.

Staff members of the Memphis *Press-Scimitar* handle all financial aspects of the fund, from soliciting money to paying the bills for milk purchases. All money collected for the fund is used to purchase milk; none is used to pay administrative expenses.

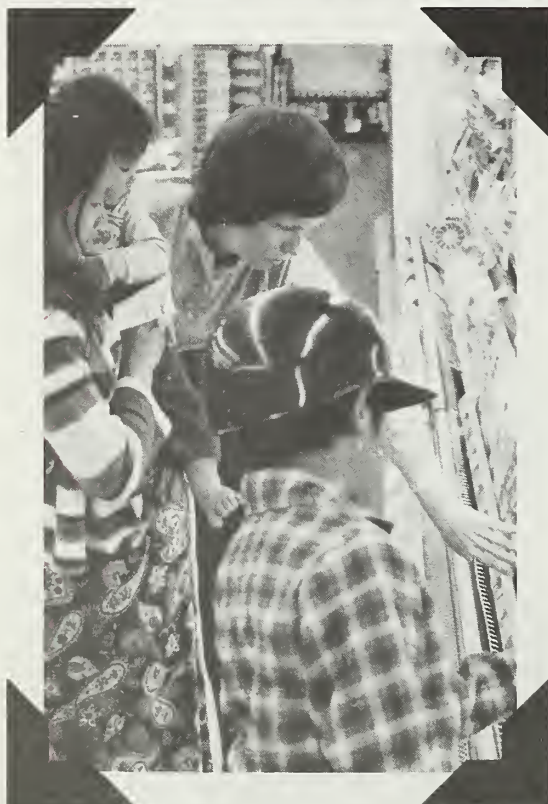
The county health department handles all other aspects of the fund's administration. Nurses at health department clinics screen potentially eligible infants and elderly patients and refer them to health department home economist Ida Corbin. Based on the clients' financial and medical

needs, she determines whether they are eligible and, if they are, issues vouchers which the participants redeem for milk at the health department's warehouse.

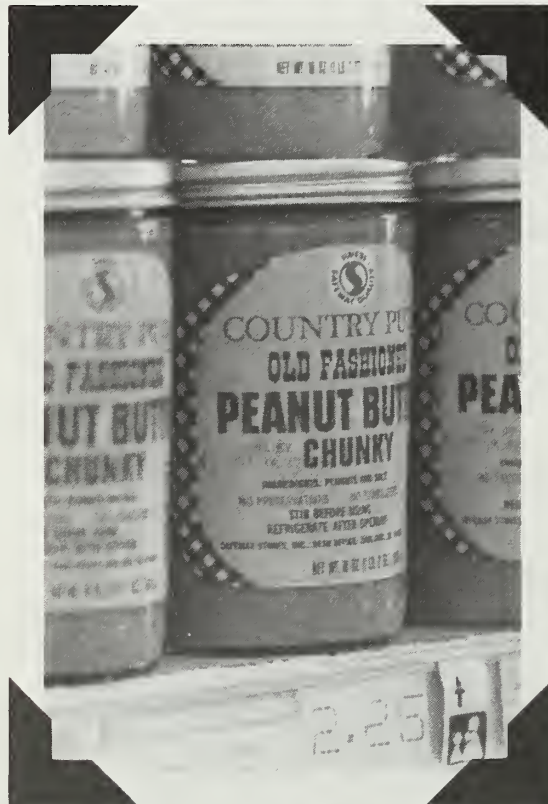
Depending on need, Ida Corbin may enroll clients for as long as 6 months. If their medical problems continue after 6 months, she may

enroll them for another 3 to 6 months.

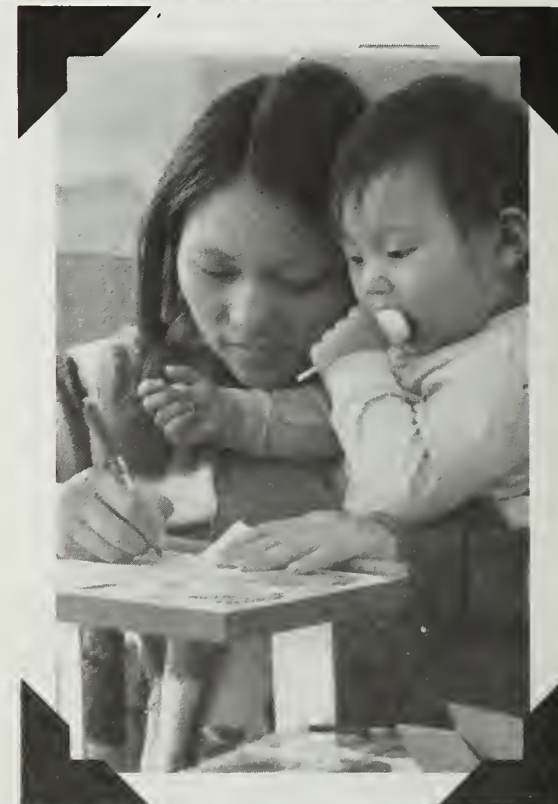
★ For more information, write:
Ida Corbin
Nutrition Section
Memphis/Shelby County Health
Department
814 Jefferson Avenue
Memphis, Tennessee 38105
Telephone: (901) 528-3753



Working with area grocers, Barbara Smith found a way to help WIC mothers shop for food.



Grocers place a special sticker next to items that can be purchased with WIC vouchers.



The stickers are particularly helpful to Portland's Southeast Asian WIC participants.

Portland Food Stores

Southeast Asian refugees participating in the WIC program are often at a loss when searching through supermarket shelves for the foods they can purchase with WIC vouchers. Now, thanks to the efforts of several Portland, Oregon, food stores, they just "look for the sticker."

The sticker is an adhesive-backed WIC logo, a stylized graphic of a mother with children, that several food stores in Portland have volunteered to attach to shelves next to eligible WIC program foods. The stickers graphically identify for non-English speaking WIC participants the cereals, juices, cheese, and other foods provided through WIC.

Barbara Smith, a community health nurse at one of five WIC clinics in Multnomah County, was the catalyst behind the project. She says the idea was sparked when she was standing in line at the supermarket one day and saw a WIC participant

approach the checkstand with an armload of mistakenly selected, ineligible items. The cashier had to close the checkstand while he took the customer back through the aisles, explaining which foods could be purchased with WIC vouchers.

Several minutes passed. The WIC participant was embarrassed, and other customers in the growing line became understandably agitated. "It was obvious," says Smith, "that we needed to somehow better identify the WIC foods."

Smith made a pitch to three major chain stores in the area—Fred Meyers, Safeway, and Albertson's—explaining the problem and why stickers would help. All agreed to give them a try, and later small independent stores joined in.

Safeway public relations representative Bridgett Flanagan was enthusiastic about the project from the start. She suggested Safeway test the idea first in a single store, and is now, as a result of that test, recommending that all Safeway stores in

the area use the stickers. She says the pilot has fostered a better understanding of the program among store clerks, who are now more sensitive to the shopping problems of many Southeast Asians.

Store manager Roger Braswell says the stickers allow his WIC customers to shop without assistance. "It's more convenient for them and makes them feel more independent."

Barbara Smith gives a lot of credit to the stores for their willingness to help with the project. She's now getting requests for the stickers from all over Oregon, and is hoping to approach manufacturers of WIC-eligible foods with the idea of using the WIC logo on their product labeling.

★ For more information, write:
Barbara Smith
Multnomah County WIC Program
8918 North Woolsey Avenue
Portland, Oregon 97203
Telephone: (503) 248-5304

Religious groups become partners with local agencies

St. Philip's Episcopal, Church of the Good Shepherd

Two and a half years ago, Saint Philip's Episcopal Church in Durham, North Carolina, opened a community kitchen to provide hot meals to the destitute and homeless.

With the exception of a part-time paid director, the kitchen is staffed entirely by volunteers, who range in age from 13 to over 80. Retirees, housewives, Boy Scouts, and Duke University students work side by side preparing and serving meals. These volunteers gave 4,300 hours of their time in 1981 to the community kitchen.

Food for the meals comes from a variety of sources. Summertime brings gifts of fresh produce from parishioners' gardens. Local businesses donate some food items, and other food is picked up at the Community Food Bank in Raleigh. As a nonprofit charitable organization, the kitchen qualifies for USDA-donated foods like butter, cheese, dry milk, flour and rice.

"Many of the people who come here prefer to remain anonymous, and we make no attempt to find out their identities," says Betsy Rollins, director of the community kitchen.

In nearby Rocky Mount, North Carolina, the Church of the Good Shepherd has a similar program. Like Saint Philip's, this kitchen obtains its food from a variety of sources, including donations from individuals, businesses, food banks, and the Department of Agriculture.

Reverend David Lovelace, assistant rector of the Church of the Good Shepherd, says that the kitchen's clients include many unskilled workers unable to find jobs. They are often not willing to apply for public assistance or are ineligible for assistance because they have no permanent street address.

Although the Durham and Rocky Mount kitchens each began as one church's project, both have evolved into community endeavors. Saint Philip's operation receives part of its

funds from Durham Congregations in Action, an organization of Catholic, Protestant, and Jewish congregations from all over the city. Other funds come from the community at large. In Rocky Mount, churches of other denominations supply lists of volunteers and donate funds for the Church of Good Shepherd's kitchen.

★ For more information, write:
Reverend C. Thomas Midyette
St. Philip's Episcopal Church
P.O. Box 218
Durham, North Carolina 27702
Telephone: (919) 682-5708

Reverend David Lovelace
Church of the Good Shepherd
231 North Church Street
Rocky Mount, North Carolina
Telephone: (919) 442-1134



At the Church of the Good Shepherd, volunteer Polly Evans makes sandwiches.

First United Methodist Church of Dallas

The First United Methodist Church of Dallas is working on several food-related projects that in-

volve partnerships with public agencies.

"In setting our yearly church goals, we decided that ministering to the needs of the community should be our top priority," says Jo Biggerstaff, director of program ministries. Since surveys showed that food assistance was one of the most needed services, Biggerstaff researched ways in which the church could help fill that need.

One of their projects was begun through cooperation with the city of Dallas, which sponsors USDA's Summer Food Service Program for Children. This summer, 54 volunteers from the church helped get lunchtime meals to low-income children at sites throughout the city.

The volunteers went wherever they were needed—sometimes in their own neighborhoods, other times clear across town—doing whatever was needed to help the paid staff serve meals, supervise the children, and clean up. This summer more than 11,000 children received meals through the city-sponsored program, and of the 70 volunteers helping at the 62 sites, more than two-thirds were from First United Methodist.

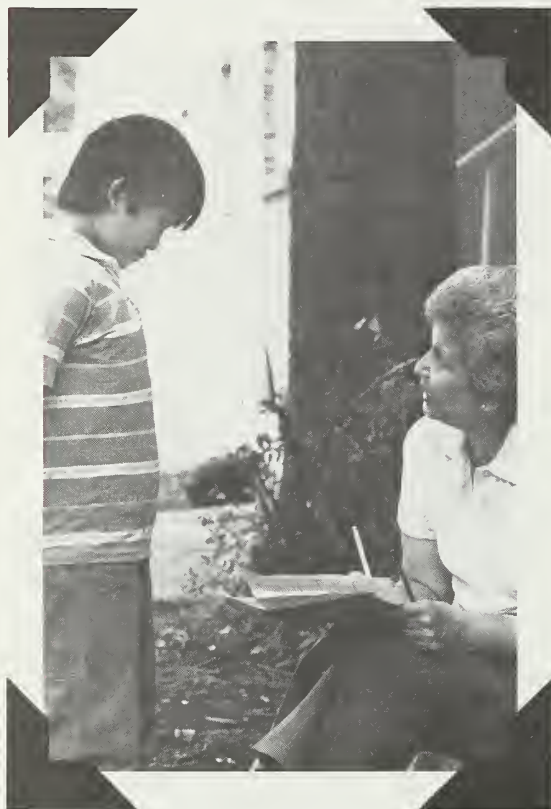
Church volunteer Martha Christian, a high school teacher, and her teenage daughter Emily worked in an east Dallas feeding site located in a primarily Asian-American neighborhood. "I wanted to do something meaningful with my summer vacation and to provide my daughter with a valuable learning experience," says Martha Christian. Many of the children at the site spoke only limited English and were unfamiliar with many of the American foods being served.

In another community project, First United Methodist is working with a private donor and a community health agency to provide emergency food to infants whose families cannot feed them adequately. So far, the project has provided infant formula to about 400 infants, most of whom get the formula for a short time, often until their families can enroll them in the WIC program.

The project began in January 1982, after a San Antonio church approached First United Methodist with the offer of a sizeable grant from an anonymous donor. The money was for the sole purpose of

improving infant nutrition in the Dallas area.

Reverend Walter Purkey, looking for the best way to use the money, approached Horrace Sarabia, director of the Los Barrios Unidos Community Clinic, a federally funded health agency, with the idea of distributing infant formula.



A volunteer from First United Methodist talks with a child participating in the summer food service program.

One of Reverend Purkey's key concerns was that the emergency project not be viewed as in any way promoting the use of infant formula over breastfeeding, and he chose Los Barrios with this concern in mind. "I was impressed by the fact that the clinic provided comprehensive prenatal and postpartum education to their patients and then respected the patient's decision about what feeding method best suited their situation," he says.

The way the project works is this: The staff of the Los Barrios clinic select and enroll the children in the program, using basically the same criteria as for the WIC program, but making exceptions where they feel it is appropriate. The clinic also distributes the formula, which comes from a local supplier. United Methodist oversees the account, pays the supplier, and reports the progress of



the project back to the donor. Los Barrios is also cooperating with 9 or 10 other health agencies who have clients who may need the formula.

First United Methodist plans to continue the infant feeding project as long as it can. Originally the grant was for 1 year, but the private donor may continue to provide the money into the following year or longer. Church volunteers also plan to continue helping with the summer food service program.

★ For more information, write:
Jo Biggerstaff
Director of Program Ministries
1928 Ross Avenue
Dallas, Texas 75201
Telephone: (214) 742-6222

Cleveland Interchurch Council, Catholic Diocese of Cleveland

The Hunger Task Force of the Greater Cleveland Interchurch Council operates 14 hunger centers throughout the city. Serving the emergency food needs of about 12,000 people a month, these centers provide small quantities of food to poor people who are either ineligible for welfare benefits, who are waiting for a payment to arrive, or who are in some crisis situation.

The Hunger Task Force relies on about 145 volunteers as well as on thousands of people who donate food and transport it to distribution

centers. The Catholic Diocese of Cleveland operates 18 similar centers. During 1981, the 18 centers provided canned goods to approximately 100,000 people and served hot meals and sandwiches to 80,000.

This past summer, both groups got a boost from a food drive they helped organize and participated in. Hunger Week, June 13-20, was a collaborative effort of more than 20 private firms and public organizations including restaurants, unions, paper and printing companies, the city government, and church groups. This wide-ranging effort to collect food for the hunger centers was publicized by community groups and the media using public service announcements prepared by the City of Cleveland.

Managers of Burger King Restaurants, Cleveland Tux Shops, WKYC-TV Channel 3, Cleveland fire stations, and the Cleveland Indians Stadium all agreed to have their facilities used as drop-off points for cans of nonperishable food items. Anyone donating four or more cans of food received a ticket to attend a thank-you party culminating Hunger Week at the Cleveland Convention Center on June 20.

The mayor of Cleveland also received a thank you, a plaque from the Hunger Task Force and the Catholic Diocese, for his support of the project. "The City of Cleveland donated the convention center space so we saved about \$3,000 on rent for the party," says Mylion Waite, director of the Hunger Task Force.

Burger King, the Cleveland firefighters, and the Teamsters Union transported the donated goods from the drop-off points to the convention center. At the convention center, another group of volunteers, including Boy Scouts and Catholic youth, worked all day June 21 to sort and pack the canned food in boxes.

Once Cleveland's Hunger Week had ended, about 12,800 cans of food, donated by concerned citizens and valued at \$14,000, were on their way to the 32 hunger centers.

★ For more information, write:
Mylion Waite
Director, Hunger Task Force
Interchurch Council of Greater Cleveland
2230 Euclid Avenue
Cleveland, Ohio 44115
Telephone: (216) 621-5925

Communities mobilize for the special cheese distribution to the needy

Volunteer efforts in Wisconsin and Minnesota

All across the country volunteers have pitched in to help their states distribute USDA-donated cheese to needy people.

"The response of volunteers has been tremendous," says Wisconsin's surplus cheese coordinator Will Dahl. Thanks to volunteers, Dahl says, the state was able to distribute more than 1 million pounds of cheese in March for less than a cent a pound in state costs. "The total cost to the state, including my salary, was \$9,200," he says. "People are willing to help."

Dahl credits 14 community action program agencies (CAPs) for taking the leadership role in coordinating the cheese distribution in the majority of Wisconsin's 72 counties.

In rural counties, CAPs worked along with such groups as the Future Farmers of America. "These young people provided physical labor, and some of their parents donated trucks to transport the cheese to the needy," Dahl says.

In urban Milwaukee County, more than 1,000 volunteers helped distribute 275,000 pounds of cheese at 127 sites, 50 of which were affiliated with the Office on Aging and 77 with various community-based organizations. "The Red Cross and the National Guard also helped out by providing volunteers and trucks," says George Gerharz, director of planning for the Community Relations-Social Development Commission, the CAP agency charged with overseeing the Milwaukee County distribution.

In neighboring Minnesota, Governor Al Quie formed a Committee on the Distribution of Surplus Farm Products to help distribute the surplus cheese and plan for any future commodity distribution. Comprised

of members from both the public and private sectors, the committee is headed by Robert Bonine, Pillsbury Vice President for Community Affairs.

Through voluntary donations from the Pillsbury Company, Cargill, General Mills, International Multifoods, and Hormel, the committee raised \$31,000 to help underwrite the cost of storing, moving, and distributing more than 700,000 pounds of cheese.

"It also took a massive voluntary effort at the community level to move the cheese," says Bob Swanson, who coordinated the first surplus cheese distribution in the state. "We had everyone from women's groups to firemen and retirees helping out with the distribution."

As in Wisconsin, CAP agencies in Minnesota played an important part; they sent out notices of eligibility to all eligible households on low-income energy assistance lists. Eight state hospitals and seven commercial warehouses donated cold storage facilities.

★ For more information, write:

Will Dahl
Director, Bureau of Economics and Market Development
Wisconsin Department of Agriculture
P.O. Box 8911
801 West Badger Street
Madison, Wisconsin 53708
Telephone: (608) 267-9052

Tom Williams
Director, Surplus Commodities Distribution Program
Minnesota Department of Economic Security
150 East Kellogg Boulevard
St. Paul, Minnesota 55101
Telephone: (612) 297-3397

Associated Milk Producers

The Associated Milk Producers Inc. (AMPI) is an affiliate of the American Dairy Council. AMPI's Arlington, Texas, office is one of the

many private groups that have been helping with the cheese distribution in the Southwest.

AMPI's Arlington office serves Arkansas, Kansas, New Mexico, Oklahoma, Tennessee, Texas, and parts of Mississippi. Nutrition consultants located throughout the states work with teachers, dietitians, members of the medical community, and others who may need nutrition education materials or presentations.

When the cheese distribution began, AMPI's information network enabled the association to offer immediate help to state agencies needing to line up local distributors. Staff members made several thousand phone calls to organizations that might be interested. They also helped spread news about the program to needy individuals.

To help people getting the cheese make the best use of it, AMPI prepared a fact sheet with suggestions on storing and using the cheese and information on its nutritional value. According to Betty Pinkerton, AMPI public information specialist, the association distributed 75,000 copies of the fact sheet in the seven states the Arlington offices serves. They have also written news stories and feature articles for local newspapers and professional publications.

★ For more information, write:

Betty Pinkerton
Information Specialist
Associated Milk Producers, Inc.
1600 East Lamar Boulevard
Arlington, Texas 76011
Telephone: (214) 461-2674

Judy Lott Community Center, Football Star Billy Joe Dupree

Many professional athletes contribute time or lend their support in some other way to charitable causes and organizations. All-pro tight end Billy Joe Dupree of the Dallas Cowboys is one of them. He takes time out of his busy schedule to work at the Judy Lott Community Center, an all-volunteer organization that has programs serving elderly and handicapped people and delinquent youths in the Dallas area.

Dupree, who also runs his own concrete business, finds time to



Left: Billy Joe Dupree takes time out of a busy schedule to help at the Judy Lott Center.

Right: Pearl Hill is another volunteer at the center, which offers a variety of services.

work both as a volunteer at the center and as a member of its board of directors. This spring, when the center began distributing USDA-donated cheese to the needy, Dupree was on hand to register elderly clients to receive their packages. As they walked into the small frame house, which is located in a residential area on the outskirts of downtown Dallas, Dupree greeted them warmly and took down each person's name, address, and social security number.

Dupree says he was raised in a community similar to the one where the center is located, and can easily relate to the problems and needs of the people it serves. He says it takes a lot of patience, tolerance, and perseverance to successfully complete his duties as a volunteer, but the rewards are well worth the effort.

"I really enjoy helping people," he says. "I've always been told that if you give a little bit, through the grace of God, you'll get a little bit back. That's not the primary reason I get involved—to get anything back—it's just that I think I have more than enough to give right now, because I've been very fortunate.

"Being involved in this type of thing gives you a better sense of where you are, the reality of life and giving. In the athletics and entertainment business, you're a little bit removed from what really goes on in everyday life. Spending a little bit of

time in the community gives me a better sense of values."

Verna Thomas, the center's executive director, says Dupree's volun-

teer work has been a valuable asset in accomplishing the organization's goals. The center has been in operation only about 20 months and is run entirely on donated funds and materials. The cheese distribution is only one of the center's activities, but during the first 3 months the cheese was available, the organization managed to get it to more than 3,000 people, with additional distributions planned in the coming months.

★ For more information, write:
Verna Thomas
Executive Director
Judy Lott Community Center
2122 Idaho Street
Dallas, Texas 75216
Telephone: (214) 375-0503

Service groups and industry personnel share their skills

Georgia School Food Service Association

Sharing technical expertise is another way people from the private and public sectors can help each other. To make it easier for school food service managers to benefit from the expertise of private industry, the Georgia School Food Service Association (GSFSA) sponsors annual industry seminars for its members every fall.

Begun 4 years ago, the seminars benefit industry participants as well as school food service people. While industry personnel share their ideas and insights about food service, they also have a chance to learn more about child nutrition program

requirements. According to Jessie Walker, executive director of the GSFSA, the seminars have proven to be an excellent way for the two groups to exchange information and ideas.

"The seminars have created an environment for better communication," she says. "Industry personnel contact our association on a more frequent basis now. And, the seminars have given school food service personnel a better understanding of industry's concerns in marketing for school food and nutrition programs." Because of the success of the seminars, other states have followed Georgia's lead and are also holding industry seminars.

The GSFSA has an industry advisory committee that plans the industry seminars. The committee includes representatives of companies that sell food service equipment,

food, and supplies. It also includes representatives of various commodity commissions. In addition to planning the industry seminar, the advisory committee also provides a mechanism for year-round communication between industry and GSFSFA members.

The yearly seminars are presented with the close cooperation of the Georgia Department of Education. Department of Education staff members participate in explaining regulations and program policies. USDA employees also attend and may make presentations.

Industry representatives who attend are discouraged from bringing exhibits, but they participate in the program by giving speeches and leading panel or roundtable discussions. This year representatives led discussions on equipment issues and merchandising in school food service.

Jessie Walker says it is crucial to plan an industry seminar early. Busy travel schedules can limit involvement of industry representatives unless they are notified well in advance. She also recommends that seminars be held in accessible locations but not in major metropolitan areas where there are lots of distractions. Isolated, relaxing locations work best.

★ For more information, contact:
Jessie Walker
Executive Director
Georgia School Food Service
Association
3951 Snapfinger Parkway, Suite 350
Decatur, Georgia 30035
Telephone: (404) 289-2283

Massachusetts School Business Cooperative

The Massachusetts Association of School Business Officials Cooperative (MASBO Coop) is a nonprofit organization that helps school systems cope with the many problems facing them today.

One of the association's current projects is a pilot test of a computer system that could help Massachusetts schools cut costs significantly in their school lunch programs.

Under the test, one school district in the state—the Brockton school district—is automating its lunch operations using computer software leased by a Plattsburgh, New York, company. MASBO is picking up the cost of leasing the software for a full 7 months. The school already has a computer, so there was no need to buy or lease additional hardware.

With the software package, literally everything from soup to nuts is programmed into the computer. In goes information on recipes, ingredients, inventory, labor, and materials. Out comes print-outs showing price per meal, price per ingredient, nutrients per recipe, amount of food on hand, and more. When particular ingredients are not in stock, the computer can provide the buyer with a complete shopping list. In minutes, managers have information that makes planning and budgeting easier and more efficient.

Bob Jones, an administrative assistant for the Brockton schools, came up with the idea of computerizing school lunch operations after seeing a presentation MASBO sponsored on general computer use. Brockton approached MASBO and asked if the association would be willing to fund a pilot project testing an automated school food service system. When MASBO agreed, Brockton became the first school in Massachusetts to use computers in its school lunch program. In December, when the pilot project ends, Brockton schools will start paying for the leased computer software themselves.

School lunch managers from other districts have been visiting Brockton to see how the new automated system works. As a result of these visits, several districts are expected to automate their operations during the coming year.

★ For further information, write:
Edward A. Duprez
MASBO Cooperative Corporation
99 School Street
Weston, Massachusetts 02193
Telephone: (617) 647-5500

Allegheny County Health Department

Some public and private agencies are finding they can continue or expand certain services by asking users to pay for them.

The Allegheny County, Pennsylvania, health department has had considerable success with this approach with a series of nutrition workshops for paraprofessionals. The workshops, which are basically self-supporting, offer people who work with low-income families a chance to learn more about nutrition and meal planning.

Participants pay \$15 for the day-long conferences, which the health department has been offering three to four times a year for the past 2 years.

Barbara Deskins, county nutritionist in charge of the workshops, says most people come to the workshops because they want to be better equipped to counsel the families their agencies help. The participants, who generally have little nutrition background themselves, are from WIC agencies, agencies serving the elderly, Head Start centers, community service organizations, and religious organizations, such as Catholic Charities.

The workshops are taught by members of the county health department's nutrition services staff. There are also guest speakers from other agencies, such as the Dairy Council, the Food and Drug Administration, and local hospitals.

Since April 1981, Allegheny County has offered six conferences, each with a single theme. This year's workshops have been in May, "More Meals for Your Money," and in September, "Nutrition for Adults."

★ For more information, write:
Barbara Deskins
Nutrition Services
Allegheny County Health
Department
3441 Forbes Avenue
Pittsburgh, Pennsylvania 15213
Telephone: (412) 578-8054

Supermarkets and food companies support educational efforts

Campbell Soup Company

Those cute Campbell Kids who used to be too fat now are exercising to slim down and lending a hand in a new nutrition information program presented by the General Federation of Women's Clubs.

Designed with special units to help the elderly, low-income families, and working women, the program was developed by Campbell Soup Company in Camden, New Jersey, as part of its continuing consumer information services.

It is called "Quality Nutrition For All" and was introduced at the General Federation of Women's Clubs' 91st Annual International Convention held in Bismark, North Dakota, in June 1982. Program kits are currently being distributed to some 11,000 GFWC clubs nationwide.

Each program kit includes a list of questions members can use in determining their communities' nutrition information needs. For example: What groups in the community are receiving nutrition information? Which ones are not? What do people in the community know about nutrition? Are there groups with serious nutritional needs? What community resources can be organized to help?

Also in the kit is a checklist for action each club can take, along with four packages of educational materials. The packages include:

- A set of nutrition surveys to help participants assess their food habits and nutritional needs.
- A guide to help older citizens adapt new information about nutrition to their special needs. The guide compares what was known in the 1940's with today's new information about nutrition and health.
- Suggestions for saving money and cooking nutritionally, with information to help participants: think ahead and shop for foods in the basic food groups; know what to look for in unit pricing and product label-

ing; and cook in ways that protect the nutritional value of foods.

- Tips for busy consumers, particularly working mothers, on how to save time shopping for and preparing food without sacrificing quality.

★ For more information, write:

Kit Mahon
Manager of Education and Public Affairs
Campbell Soup Company
Campbell Place
Camden, New Jersey 08101
Telephone: (609) 964-4000

Food Marketing Institute

For many families looking for advice on food budgeting and meal planning, help is as near as the local supermarket. Food Marketing Institute, a national association for supermarket retailers and wholesalers, reports that many of its 1,100 members provide their customers with information they can use in planning, preparing, and shopping for nourishing and economical meals.

FMI produces some of these materials. "We have six or seven consumer pieces our members can use," says Linda Halleran, the association's director of consumer affairs, "including ones on open dating, reading labels, and menu planning for older shoppers and food stamp customers."

In 1981, FMI produced three pamphlets to help food stamp shoppers cope with inflation. Developed in cooperation with USDA's Extension Service, the brochures provided shopping tips, menu plans, and monthly and weekly shopping lists, all planned for three different food stamp families—a family of four, a single elderly man or woman, and a Spanish-speaking family of four.

The brochures are still being used by many FMI member stores and are available from the association. In an

interesting collaboration, Rhode Island borrowed the materials from FMI, translated them into Portuguese, and printed additional copies for wider distribution in the state.

FMI members also develop materials on their own, sometimes working with hired consultants. Many get information from associations, such as the Dairy Council, or from food manufacturers.

★ For more information, write:

Linda Halleran
Food Marketing Institute
1750 K Street, N.W.
Washington, D.C. 20006
Telephone: (202) 452-8444

Wakefern Food Corporation

The Wakefern Food Corporation in Elizabeth, New Jersey, has an active consumer information service. Wakefern is the merchandiser and wholesale grocery supplier to 118 Shop-Rite cooperative stores throughout the New York/New Jersey metropolitan area.

Each month Wakefern prints and distributes well over 100,000 fact sheets and booklets dealing not only with food shopping and nutrition, but other subjects as well. "We handle subjects in health, welfare, fi-



Illustration courtesy of Campbell Soup Company

nance, and consumer product safety as well as nutrition," says Sylvia Nadel, Wakefern's director of consumer affairs.

"We were once asked to print a large quantity of pamphlets dealing with small claims and the court system in both English and Spanish, and we did it," she says. Among the materials they've distributed are fact sheets about the Food Stamp Program.

The fact sheets and other materials are available next to the exit doors in all Shop-Rite stores, but Nadel says people do not have to be customers to receive them. Wakefern has also given the materials to church groups, civic organizations, and health and nutrition clubs who have requested them.

"We do all this to help the community and its people," Nadel says, adding that being involved in the

community is good for business—all business. "Our stores are part of the neighborhood and part of the community fabric. And that fabric covers not just one block or neighborhood, but the entire metropolitan area."

★ For more information, write:
Sylvia Nadel
Wakefern Food Corporation
600 York Street
Elizabeth, New Jersey 07203
Telephone: (201) 527-3300

Individual volunteers stretch government resources

Alabama Department of Pensions and Security

The Alabama Department of Pensions and Security started a volunteer program in 1979 to respond to the needs of more clients. The program, which gets volunteers from all over the state, funnels extra help into a wide range of social service activities, including the food assistance programs.

"Each of our 67 county offices designs its own volunteer service," says Erin Snowden, state volunteer coordinator. "This ensures that volunteers are used where they are needed the most." Each of the department's county offices also has its own volunteer coordinator.

Volunteers provide a variety of services. Many counties, for example, use volunteers to assist caseworkers in providing protective services to children and adults in danger of abuse or neglect. Some volunteers teach parenting skills to mothers who need help in learning how to deal with their children. Other volunteers provide sitting services for elderly people in order to give caretakers some time off. In addition, volunteers do home repairs and chores for many elderly clients.

In local food stamp offices, volunteers work directly with clients in a number of ways. During the first few days of the month when food stamps are being issued, volunteers pass out recipes and nutrition edu-

cation literature. Much of this is done in group situations, but the volunteers also counsel clients individually.

Many volunteers serve as designated representatives for food stamp recipients who are elderly, disabled, or for some other reason are unable to go to the grocery store. They take the recipients' grocery lists and food stamps and do their shopping. The volunteers feel they are especially helpful in assisting recipients choose nourishing foods and make wise purchases.

Throughout the state, Snowden has volunteers assisting the office staff with clerical duties, such as answering phones and helping with filing. Most appreciated, however, is their help with applicants.

"People walk in with sacks and boxes full of receipts and other documents," Snowden says. "Our volunteers sort out what they need and then send people back home if they've forgotten something." When the applicant is called for the interview, everything is in order. It saves time for both the recipient and the caseworker.

For families with emergency food needs, volunteers have helped organize what the state volunteer director calls food closets. Donations of food come from civic clubs, churches, grocery stores, and other business firms. Volunteers not only



Retired Navy officer Nace Fresco is one of thousands of volunteers helping with social service programs in Alabama.

collect the food, but supervise storage and issuance to those in need.

According to Snowden, among the more than 4,400 volunteers who help the department are increasing numbers of professionals. "In one county, 11 dentists are providing free services to some of our clients," she says. "Psychologists, psychiatrists, nutrition specialists, and doctors of all kinds are also lending us their services in some counties."

One professional sharing his administrative skills is Nace Fresco, who retired from a busy life in the military 11 years ago. When the retired lieutenant commander moved to Montgomery in 1981, he offered his time and talents to the Voluntary Action Center of Montgomery. He

now works 4 hours a day, 4 days a week in an administrative job with the Department of Pensions and Security.

The job helps Fresco—after 20 years in the Navy working 10 to 12 hours a day, he says he'd be bored not working—and it helps people like Charles Hutchinson, a state employee who benefits directly from Fresco's services.

Hutchinson, who is blind, mans the state's food stamp hotline, answering calls that come in on a special statewide toll-free number. It's Hutchinson's job to answer the myriad of questions that participants, potential participants, and members of the general public have about the Food Stamp Program. To do this, he needs a thorough and up-to-date knowledge of the program.

Nace Fresco spends alternate Thursdays with Hutchinson. He reads over new policies and procedures, then reads them aloud into a tape recorder, editing and explaining when necessary. The blind hot line operator then listens to the tapes and make notes in Braille for his future use.

Hutchinson says the help is invaluable. "I have to keep up with the most current policies to do my job," he says. "Without someone to read these changes to me, I couldn't answer complaints and give out information."

Statewide, the volunteer program has been extremely successful, Snowden says. Volunteers are often neighbors of the people they serve and extend a lot of good will. They also provide the manpower for projects that could not be staffed by full-time employees. A direct benefit is that volunteers free other staff to do more intensive casework with clients.

People are eager to help their less fortunate neighbors, Snowden says. "All they need is a little leadership and some suggestions and ideas."

★ For more information, write:
Erin Snowden
Director, Volunteer Services
Alabama Department of Pensions
and Security
Administration Building
64 North Union Street
Montgomery, Alabama 36130
Telephone: (205) 832-6930



In Aimes, Iowa, the local department of social services helps bring together volunteers and people who need help.

Iowa Department of Human Resources

The people at Iowa's Department of Social Services give their statewide volunteer program high priority. Looking at the benefits the state reports, it's no wonder.

According to state volunteer coordinator J.D. Hall, volunteers help with the full range of social services in the state, working at mental health and juvenile institutions, veterans' homes, schools, hospitals, and with food assistance programs.

In 1981, Hall prepared a complete inventory of voluntary activity in the social service programs. The statewide totals told of a busy year for Iowan volunteers. Monthly, an average of 3,688 volunteers contributed an average of 8 hours each, resulting in a total for the year of 357,037 volunteer hours.

"If the department had paid these volunteers the minimum wage and a complete benefit package," says Hall, "the cost to the taxpayers would have been \$2,320,632."

In the area of food assistance, volunteers helped in a number of different ways. Nutrition volunteers in Waterloo provided food stamp and nutrition information in certification offices. In Des Moines, volunteers distributed food stamp information



Each week Harold Raymond (left) helps his friend Tony Coughenower shop for food. Marjorie Parham also shops for her friend Rae Stratton.

and spoke to civic groups about nutrition and food stamps. Friendly visitors assisted elderly and home-bound persons with money management and ran errands for them. Office assistants typed, filed, answered phones, and performed reception duties. Volunteers gave rides to people who otherwise couldn't get to food stamp offices or grocery stores.

According to Hall, a three-person social services training team visited four areas in the state, teaching staff members to recruit and use volunteers.

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Oregon Department of Human Resources

Oregon's Department of Human Resources has had 14 years of experience with volunteers. The volunteer program began informally in 1968 with a few offices using volunteers. The state later set up a pilot project which grew into what is today a

statewide program with 37 volunteer coordinators working in 30 local offices.

Throughout the state, there are about 1,000 volunteers contributing 15,000 to 16,000 hours per month in three areas: senior services; adult and family services, which includes the Food Stamp Program; and children's services.

According to Daelene Shen, state volunteer coordinator, careful screening is the key to using volunteers successfully. "If you screen well," she says, "volunteers will often be as reliable as the paid staff."

Oregon uses a thorough screening process in selecting volunteers. People fill out applications as they would for paying jobs. They have personal job interviews, and the state agency staff checks their driving records and their references. The state office also does a criminal record check for people who work with children.

The state recruits in several ways: through local agencies like Portland's volunteer bureau; through the media; through public speaking engagements, such as to civic and religious groups; and through word of mouth—volunteers tell other people about what they're doing.

Shen sees a lot of advantages to having a volunteer program. "For one thing, it increases the community's understanding of what the various service agencies do—it's educational," she says. "Also, it helps the staff by increasing the services they can offer. And it helps the clients by increasing the services available to them."

While she doesn't see many disadvantages, she emphasizes that a volunteer program needs to be carefully planned and managed. "It requires a lot of time, commitment, and coordination on the part of the agency," she says. "The agency has to make using volunteers a priority."

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Hawaii Department of Social Services and Housing

In many states, volunteers help interpret and translate for food program applicants and participants who do not speak or read English. Hawaii's state volunteer coordinator Elaine Tamashiro says volunteers are tremendously helpful in this way.

Among those applying for food assistance in the state are people who speak Chinese, Philippino, French, German, Japanese, Korean, Samoan, Tongan, Vietnamese, Cambodian, and Laotian. In addition, some of these people speak particular dialects—Cantonese or Mandarin (Chinese), for example, or Tagalog or Ilokano (Philippino).

Besides assisting clients with language problems, volunteers help in other ways, such as providing transportation to the elderly and handicapped, and helping with office work. Tamashiro estimates that the 200 volunteers contribute a total of 28,000 hours per year to all the social service programs of the Department of Social Services and Housing.

She feels their help is essential. "In fact," she says, "without volunteers, the cheese distribution could not have been possible. But," she emphasizes, "volunteers don't replace paid staff, they enhance the services the agency is able to offer."

While there are some problems of continuity in using volunteers, Tamashiro says, there are similar problems with regular staff. "Volunteers move on, and you get tired of

training people and seeing them leave," she says. "But it's not that different than with paid workers." Sometimes there is more continuity than one might expect. "Some people who have been volunteers while students in college or graduate school have come back as paid social workers or eligibility workers," Tamashiro says.

Working with volunteers is rewarding for clients as well as for paid staff. "Clients accept volunteers in many situations where they would resent paid staff," the volunteer coordinator says. "This is especially true in child services cases where clients are more open and less suspicious with volunteers. Often clients see volunteers as friends. "We get a lot of feedback from clients about the volunteers. They'll tell us about the volunteer who helped them to the grocery store or gave them a ride to an appointment."

To the regular staff, Tamashiro says, "the volunteers are like family. And, since we don't pay them, we try to make their time pleasant by having a variety of social activities, small parties, picnics, and birthday parties."

Hawaii's Department of Social Services and Housing has had a volunteer program for 10 years.

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Jacksonville WIC Program

Volunteers have been performing a variety of tasks in Jacksonville, Florida, health clinics for several years. Many of the volunteers helping with the WIC program are people who are currently or were once WIC participants.

Jacksonville WIC program director Lillian Abelardo originally asked for WIC volunteers to serve on a local WIC advisory committee. They gave her advice on how to present new regulations to WIC mothers and made suggestions for new policies.

For example, one policy they suggested was that a client should lose her appointment and go to the end of the day's appointment list if she arrived 30 minutes late or more.

As caseloads grew and cuts in funds and staff occurred, Abelardo began asking for volunteers to help in other ways. Now volunteers sign clients in; perform clerical duties such as typing labels for file folders; care for clients' children while they are at the clinics; and help with translations and nutrition education.

"The volunteers have saved the program a lot of money," Abelardo says. "I wish I could do more for them in return." She and her staff

had a volunteer appreciation day this year to express their gratitude.

One of the ways to have a successful volunteer program, Abelardo advises, is to assign volunteers the tasks to which they are best suited and will perform most conscientiously. She adds that she believes volunteers have helped protect the integrity of Jacksonville's WIC program. Volunteers often warn other participants against abusing the

program. According to Abelardo, such peer pressure serves as an effective deterrent to abuse.

★ For more information, write:
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Colorado WIC Program

Colorado uses students working towards their master's degree in public health to help with the WIC program. These public health and nutrition students spend 6 to 8 weeks in a field work program, extending the capabilities of the state agency while gaining valuable experience in their field of specialization.

Nutrition majors at the University of Colorado and the University of Northern Colorado also work in WIC offices, as do students from the diet technology program at the northern campus of the Community College of Denver.

Colorado's volunteer program is professionally structured, with written job descriptions specifying nutrition background and organizational skills. According to Alyn Park-Potter, director of nutrition services for Colorado's WIC program, each volunteer contracts to work one 8-hour day per week, for a minimum of 10 weeks.

The Tri-County District Health Department in Englewood, Colorado, is one WIC agency that actively recruits and trains volunteers. This summer seven volunteers, all with nutrition backgrounds, helped with the program. They included a registered dietitian, a home economist, a graduate student in dietetics, and four students in public health. The trainees worked one-on-one with clients, doing nutrition counseling. They also conducted classes in cooking and prenatal care, and involved themselves with community groups.

Connie Auran, director of nutrition for Tri-County, has developed some comprehensive guidelines and a training notebook. Volunteers fill out time and activity reports, tracing

their contributions to specific clients and groups. Auran stresses that Tri-County doesn't recruit people to "do stapling or wash windows." Her volunteers are professionals and are treated as such.

She will even hand-tailor a volunteer program for a qualified person. One of her current volunteers, who is employed full-time elsewhere and donates services on weekends and evenings, fills out her reports and leaves them for Auran.

Auran recruits with an ad in professional newsletters, such as that of the Denver Dietetics Association. The ad reads: "Want a day away from home? An opportunity to update your skills? An adventure in public health? Want to keep in touch with current trends in nutrition?"

"The Nutrition Section of Tri-County District Health Department has a busy, progressive volunteer program open to interested nutritionists, dietitians, and home economists. We will supply training and ideas in teaching community nutrition classes, workshops, and seminars. Be involved! Have fun! Grow professionally!"

★ For more information, write:
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Volunteer Sheila Webb was honored recently for her work with food assistance in Florida.

Florida's Volunteer of the Year

Earlier this year, a food stamp volunteer in Gadsden, Florida, was named Volunteer of the Year by the United Way and *Tallahassee Democrat*, a daily newspaper. Sheila Webb, a young woman who lost both of her legs some years ago in an auto-train collision, works as a receptionist in the Gadsden County food stamp office. She was honored for her contribution of more than 500 hours to the office, where she also assists callers with their problems and helps with the office files.

In presenting the award to Sheila Webb, Steve Flournoy, administrator of Florida's Department of Health and Rehabilitative Services, said, "Sheila wanted to help other people, no matter what her personal problems were. She's outstanding. She shows people that they can have meaningful lives despite handicaps."

Webb was also honored for her work as coordinator of an unusual gleaning program sponsored by the Florida Department of Agriculture and area farmers. After the farmers have completed their normal harvest of tomatoes, cucumbers, squash, and other crops, they allow people in need of food to go into the fields and gather what's left. The gleaners always find a bountiful supply, which

they use to supplement their food stamp purchases. Many also can or freeze the produce for winter months.

Farmers are cooperative with the gleaning program, but they do ask that the harvesting be done in an orderly manner to prevent damage to the fields and other crops. This is one of Sheila Webb's responsibilities. Working at the various sites, she assigns the vegetable pickers to certain areas in the fields and sees that the harvesters return with full baskets, but with minimum damage to the fields.

★ For more information, write:
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Clover Trinity Lutheran School

At the Clover Trinity Lutheran School in the small farming community of Clover, Idaho, volunteer school lunch workers outnumber salaried employees about 100 to 1. The one salaried employee is the cook, Tillie Paschen. Her volunteer helpers are the mothers of the students—each volunteers a day every other month.

The volunteers help prepare food, set up tables, wash dishes, fill out claim forms, and do dozens of other tasks associated with preparing and serving hot lunches to the 100 kindergarten through eighth grade students. "Because we have volunteers, we are able to keep our costs down and run a quality school lunch program," says school lunch supervisor Lorene Schroeder, herself a volun-

teer. The school has been using volunteers for 10 years.

It's not just the moms who contribute to the success of the school's lunch service. "We let the community know, through the church's bulletin, when we are running low on a particular food, and they try to meet our needs," says Schroeder. "We received about \$900 worth of produce and meat this past year." One area farmer, Donald Martens, often plants a test plot of several acres of corn. Instead of marketing this corn, he gives the school staff as much as they can use and freeze.

★ For more information, write:
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Surry County Garden Project

A number of young North Carolinians had the time of their lives gardening this summer, growing enough vegetables for themselves and their families. By summer's end, they had learned enough to show their parents how to stretch their food budgets by growing some of their own food and canning it.

The person responsible for the gardening project was Beth Norman, a food and nutrition paraprofessional with the Surry County Cooperative Extension Service. Norman, who has received statewide recognition for her work with volunteers in nutrition education programs, told 92-year-old Grady Cooper about her hopes for a garden for young people, and Cooper took it from there.

He offered Norman use of some land he was letting lie fallow, he prepared the land for planting, and he showed the young people how to plant everything from radishes to tomatoes and bell peppers. "He's always eager to help out," Norman says, "especially when it comes to children."

Cooper feels it's important for people to help each other, and he had fun watching the children cultivate their garden. "I've never seen anything like it," he said. "They did a wonderful job of getting this set up."

Norman and other adult supervisors of the project taught the children how to be careful in using farm chemicals, and how to can and freeze the vegetables they grew. The 24 youngsters entered their canned goods in the county fair this fall.

★ For more information, write:
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Grady Cooper offers guidance to one of the children taking part in the garden project.



Facts About the Food Programs . . . How You Can Help

The food assistance programs are administered by the U.S. Department of Agriculture's Food and Nutrition Service together with state governments and local agencies.

Usually, state departments of education have responsibility for

food programs serving children in schools, child care centers, and summer recreation centers. State departments of health, welfare, and agriculture usually have responsibility for programs providing food stamps or supplemental foods to families or individuals.

★ Food Stamp Program

The Food Stamp Program helps needy households purchase the foods they need for good health. Participating families get coupons, free of charge, which they exchange for food at authorized stores. The value of the coupons depends on a household's size and financial circumstances. Food stamps supplement what a family spends on food.

People apply for food stamps at their local food stamp office. This may be a county department of social services or some other office. In addition to qualifying on the basis of income, families and individuals must meet work registration requirements and certain citizenship and residency requirements.

Volunteers can:

- Serve as authorized representatives for people who cannot get to food stamp offices to apply for or pick up their food stamps;
- Provide transportation to people who need rides to food stamp offices or grocery stores;
- Help local food stamp offices with filing, pre-screening for eligibility, and other clerical duties;
- Teach food stamp participants how to get the most nutritional value for their food dollars;
- Translate and interpret for applicants and participants with language difficulties.

★ Food Distribution Program

Through the Food Distribution Program, USDA purchases surplus foods from U.S. markets and distributes them to state agencies for use by eligible local agencies.

The foods go to schools and institutions participating in the child nutrition programs, to nutrition programs for the elderly, to needy families on Indian reservations, and to hospitals and prisons. The foods are also used to help victims of natural disasters. The largest percentage of USDA-donated foods go to schools. Currently schools get 86 percent of the foods donated by USDA.

This year, USDA has been working with states on a special distribution of surplus process American cheese. Volunteers throughout the country have helped their states get the cheese to needy people. They have helped transport and store the cheese, set up and staff distribution centers, identify and inform needy people, and make deliveries to the housebound. These activities continue in many areas.

On an ongoing basis, parents and other volunteers can express interest in how their schools are using the Food Distribution Program. There are many ways schools can save on meal costs by making better use of USDA-donated foods.

★ National School Lunch and School Breakfast Programs

The National School Lunch and School Breakfast Programs help schools serve nourishing low-cost meals to children. In addition to cash assistance, participating schools get USDA-donated foods and technical guidance. Payments to schools are higher for meals served to children who qualify, on the basis of family size and income, for free or reduced-price meals.

Volunteers can work in any number of ways to help with school food services. They can, for example:

- Work as cafeteria monitors;
- Assist in planning menus that reflect students' preferences;
- Help prepare and serve meals and clean up;
- Plan and help with nutrition education activities.

★ Child Care Food Program

The Child Care Food Program helps child care facilities and institutions serve nutritious meals and snacks to pre-school and school-age children. To participate, facilities and institutions must be licensed or approved to provide child care services. They must also meet certain other eligibility requirements.

The program operates in nonresidential day care centers, settlement houses, outside-school-hours care centers, family day care homes, institutions providing day care for handicapped children, and others.

Participating facilities and institutions get cash assistance, USDA-donated foods, and technical guidance. In child care centers, the amount of cash assistance varies according to the family size and income of children served. In day care homes, the amount of cash assistance is based on a food service payment rate.

Volunteers can:

- Help shop for and prepare meals;
- Help serve meals and supervise children;

- Plan and assist with activities that teach children about food;
- Donate supplies, books, and resource materials.

★ Summer Food Service Program

The Summer Food Service Program for Children helps communities serve meals to needy children when school's not in session. The program is sponsored by public or private nonprofit school food authorities or local, municipal, county, or state governments. Public or private nonprofit residential camps may also be sponsors.

The program operates in areas in which at least 50 percent of the children served by the site meet the income criteria for free and reduced-price school meals. USDA reimburses sponsors for operating costs of food services up to a specified maximum rate for each meal served. In addition, sponsors receive some reimbursement for planning, operating, and supervising expenses.

Volunteers can help paid staff:

- Supervise children;
- Serve meals and clean up;
- Plan and carry out recreational and educational activities.

★ Special Supplemental Food Program for Women, Infants, and Children (WIC)

The Special Supplemental Food Program is commonly known as WIC. It provides nutritious food supplements to pregnant, breastfeeding, and postpartum women, as well as to infants and children up to their fifth birthday. WIC is operated by local health clinics and other authorized health facilities. WIC benefits are currently provided by approximately 7,100 clinics throughout the country.

To qualify, mothers and children must be individually certified as "nutrition risks" because of dietary need and inadequate income. Each participating mother or child receives individually prescribed packages of foods high in protein, iron, calcium, vitamin A, and vitamin C.

Depending on the age and nutritional needs of the woman, infant, or child, the package includes such foods as iron-fortified cereal, eggs, juice, and either milk or fortified infant formula, or cheese. In some areas, peanut butter or dry beans or peas may also be provided. Participants get nutrition education along with the supplemental foods.

WIC clinics provide supplemental foods in one of three ways. They obtain foods from local firms and distribute them directly; they arrange for home delivery; or they give mothers vouchers to exchange for specified items at authorized grocery stores. Most clinics give participants vouchers.

Volunteers can:

- Provide transportation to mothers and children needing rides to WIC clinics or grocery stores;
- Help with office duties at clinics;
- Assist professional staff with nutrition education;
- Translate and interpret for clients with language difficulties.

Professional volunteers, such as doctors and other health personnel, can also help screen applicants.

★ Commodity Supplemental Food Program (CSFP)

The Commodity Supplemental Food Program (CSFP) distributes USDA-donated foods to low-income women and children certified by participating local health agencies. Those eligible include infants, children up to age 6, and pregnant or breastfeeding women vulnerable to malnutrition.

To take part in the CSFP, women and children must qualify for benefits under an existing federal, state, or local food, health, or welfare program for low-income people. Some state agencies also require that participants be determined to be at nutritional risk by a doctor or staff person at the local agency.

Participating women and children get prescribed food items, which they pick up at a distribution facility. They also receive instruction on

how to prepare the foods and practical lessons on nutrition.

The CSFP is currently operated by 25 local health agencies in 12 states. Volunteers can:

- Provide transportation to women who need to get to clinics or food distribution centers;
- Help with nutrition education;
- Help unload crates in the warehouses and take inventory of supplies;
- Translate and interpret for applicants with language difficulties.

Professional volunteers, such as doctors and other qualified medical personnel, can also help screen applicants.

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